

REMARKS

Reconsideration of this application is respectfully requested. A typographical error in paragraph [0001] of the specification has been corrected. The independent claims have been amended to recite a setting for a rewards threshold. These amendments are supported by the specification as filed. Accordingly, no new matter is added.

The Objections for Informalities to claims 1,2, and 23 are overcome by amendments to the claims and the Objections for Informalities for claims 51, 60, 61, 62, 65 and 66 are moot because these claims have been cancelled.

The Office Action objected to claims 1, 2, 23, 51, 60, 61, 62, 65, and 66 due to identified informalities. These informalities have been corrected as follows:

Claim 1: A comma has been placed after the word “advertisements” as suggested in the Office Action.

Claim 2: “...the search engine...” has been replaced with “...a search engine...” as suggested in the Office Action.

Claim 23: the word “message” has been changed to “messages” as suggested in the Office Action. The ambiguity noted in the Office Action has also been corrected with the addition of language that makes clear that the user is the recipient of the messages sent within a designated time frame.

Since claims 44-88 have been cancelled, the objections to claims 51, 60, 61, 62, 65 and 66 are moot.

The rejection of claims 17, 19, 20 and 31 under 35 USC §112 has been overcome by amendments to the claims, and the rejection of claims 44-88 under §112 is moot as these claims have been cancelled.

Objections to claims 44-88 are now moot as these claims have been cancelled.

Claims 17, 19 and 20 were rejected for including the auxiliary verbs “can”, “cannot” or “may”. These claims have been amended to remove the auxiliary verbs.

Claim 31 and its dependent claims were rejected as lacking antecedent basis. The amendment to claim 2 removes the ambiguity for claim 31, and thus this rejection should be withdrawn as it is no longer applicable to the claims as they now stand.

The rejection of claims 44-86 and 88 as being unpatentable under 35 USC §103 due to Goldhaber US Patent No. 5,2792,210 in view of Walker US Patent No. 6,093,026 is now moot, because these claims have been cancelled.

The rejection of claims 44-86 and 88 as being unpatentable over Goldhaber US Patent No. 5,792,210 in view of Walker US Patent No. 6,093,026 is now moot, because these claims have been cancelled.

The rejection of claims 1-43 under 35 USC §102 as being anticipated by Goldhaber US Patent No. 5,792,210 is overcome by amendments to the claims, because the system in Goldhaber does not include settings for rewards thresholds. The rejection of claims 48 and 87 for anticipation by Goldhaber is moot as these claims have been cancelled.

Claims 1-43, 48, and 87 were rejected under 35 USC §102(e) as being anticipated by Goldhaber, US Patent No. 5,794,210 ("Goldhaber").

The rejection of claims 48 and 87 is moot as these claims have been cancelled.

The rejection of claims 1-43 under Goldhaber no longer applies to the claims as they now stand. As amended, these claims include a setting for rewards thresholds. Goldhaber does not teach this element of the invention. Goldhaber describes a system that provides an incentive for a qualified customer to read an advertisement from an advertiser, but that system does not allow the qualified customer to tailor the types of advertisements s/he sees. Nor does Goldhaber provide a filter system by which a user is able to identify the types and amounts of rewards s/he requires before s/he will view an advertisement. In short, the Goldhaber system does not employ settings for rewards thresholds as presently claimed. Thus, Goldhaber fails to teach every element of the claims as they now stand and therefore cannot be found to anticipate these claims under §102.

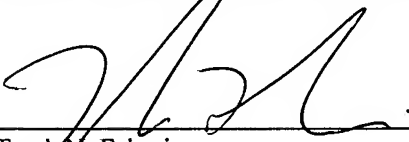
The claims as amended have eliminated the concerns expressed in the Office Action and as a result the recited claims are now in condition for allowance.

Please charge any deficiencies of fees associated with this communication to Deposit Account 19-3140.

Respectfully submitted,

SONNENSCHEN NATH & ROSENTHAL LLP

Dated: 4/13, 2006


Tarek N. Fahmi
Reg. No. 41,402

P.O. Box 061080
Wacker drive Station
Sears Tower
Chicago, IL 60606-1080
(415) 882-5023